



BIKE SHARE

## April 1 - April 30 2019 Report Tempe



GRID Bike Share is Operated By:



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# System Snapshot

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	114	32
Active Virtual Stations	8	4
Active Bikes (averaged over the month)	774	N/A
<b>Trips</b>		
Total Trips	7,083	2,817
Trips Per Day (average)	236	94
Utilization Rate (trips per bike per day)	.3	.3
<b>Active Members</b>		
Total Membership	32,024	N/A
Monthly/Yearly Plans	720	N/A
Pay-As-You-Go & 7 Day Plan	31,203	N/A
<b>Revenue</b>		
Total Revenue	\$27,923.73	\$6,398.26
<b>Maintenance/Customer Service Activity</b>		
Total CS Cases Created	173	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

# Membership

New/Total Active Members (Full System)

**Table 2**

Membership Type	New Sign Ups	Total Active Members
Student	8	194
Monthly	42	262
Annual	1	147
Other	13	117
Pay As You Go	905	31,203
7 Day Pass	167	101
<b>TOTAL</b>	<b>1,136</b>	<b>32,024</b>

## Trips

Cumulative Trips Per Day of the Week  
April 2018 (Tempe Only)

**Table 3**

M	T	W	Th	F	Sa	Su
501	531	404	429	359	306	287

Trip Initiation Method (Tempe Only)

**Table 4**

Mobile	627
Keypad (manually entered)	2,169
Keypad RFID Card	18
Website	3

**Table 5**

	April (Full Sys)	YTD	Tempe Only	YTD
Total Trips Taken	7,083	27,462	2,817	11,901
Total Miles Ridden	11,581	43,845	4,601	19,094
Avg Trip Distance	2.1	1.7	1.6	1.6
Avg Trip Time	22:04	21:40	27:01	23:35
Avg Weekday Trips	236	220	101	106
Avg Weekend Day Trips	236	237	74	83
Holds	563	1,699	N/A	N/A
Ended out of Hub	2,142	10,106	1,106	6,071
Ended out of System Area	49	193	18	85

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

Trip Stats by Member Type (Full System)

**Table 6**

Member Type	April Trips	%	Trips YTD	% YTD
Pay-as-you-go	2,579	36%	10,576	39%
7 Day Pass	448	6%	1,776	6%
Annual	381	5%	1,392	5%
Monthly	941	13%	3,279	12%
Student	2,418	34%	7,121	26%
Other	316	4%	3,318	12%
<b>TOTAL</b>	<b>7,083</b>		<b>27,462</b>	

Trip Stats by Member Type (Tempe Only)

**Table 7**

Member Type	April Trips	%	Trips YTD	% YTD
Pay-as-you-go	877	31%	4,811	40%
7 Day Pass	133	5%	661	6%
Annual	55	2%	144	1%
Monthly	167	6%	693	6%
Student	1,579	56%	4,890	41%
Other	6	0%	702	6%
<b>TOTAL</b>	<b>2,817</b>		<b>11,901</b>	

Saturday, April 6th was the highest day for regional ridership with a total of 326 trips taken. For trips originating in the Tempe service area, Monday, April 15th was the top day for ridership with 125 trips taken.

# Station Performance

## Regional Station Performance

**Table 8**

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
P106: 1st St / Washington St (Sponsored by SRP)	490	M105 Robson / 1st St (i.d.e.a. Museum)	1
T27 McAllister Ave / Apache Blvd	422	M108 Main St / Mesa Dr	1
T17 Tempe Beach Park	313	M120 8th St. and Mesa Dr. (Porter Park)	1
P129 5th St / Roosevelt St	304	M125 Main St. and Hibbert	1
T26 ASU Memorial Union	261	M104 Macdonald / 1st St (Museum of Natural History)	0
P127 Central Ave / Roosevelt St	259	M109 Main St / Horne	0
T16 Apache Blvd / Rural Rd	254	M113 2nd St. and Morris (Mesa Center for Higher Education)	0
P124 3rd St / Taylor St (Sponsored by APS)	253	M121 2nd Ave. and Center	0
P120 Central Ave / Taylor St	250	M122 462 N. Drew St. (Drew Community Park)	0
P109 Adams St / 1st Ave	245	M123 1st Place and Date St.	0

# Tempe Station Performance

Trips started and ended at each station in the Tempe service area

**Table 9**

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T27 McAllister Ave / Apache Blvd	25	181	241	422	0	0
T17 Tempe Beach Park	25	157	156	313	0	0
T26 ASU Memorial Union	25	121	140	261	0	0
T16 Apache Blvd / Rural Rd	15	115	139	254	0	8.59
T14 College Ave / University Dr	15	122	123	245	0	0.69
T20 Tempe Center for the Arts	10	103	106	209	1.84	0
T04 Apache Blvd / Dorsey Ln	10	102	89	191	0	36.96
T21 Forest Ave/ Lemon St. (Gammage)	20	65	121	186	0	0
T25 University Dr. / ASU Student Housing	23	67	113	180	0	0
T29 Tempe Town Lake Marina	9	86	91	177	0	0
T28 Rio Salado Pkwy / Mill Ave	10	79	81	160	0	13.76
T03 Rural Rd / Terrace Rd	11	90	60	150	0	23.17
T11 University Dr / Mill Ave	20	50	77	127	0	0
T13 College Ave / Apache Blvd	15	43	61	104	0	0
T31 6th St / Mill Ave	15	44	47	91	0	0
ASU Goldwater Ctr. (Virtual Hub)	6	67	22	89	48.09	0.14
T05 McClintock Dr / Apache Blvd	15	46	41	87	0	21.91
T18 Neil Giuliano Park	15	29	44	73	0	0
T15 8th St / Dorsey Ln	10	34	36	70	0	0
T01 5th St / Forest Ave	20	23	41	64	0	0
T24 Westside Center	10	22	32	54	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	24	24	48	0	0
T10 Washington St / Priest Dr	10	17	25	42	0	0
T02 3rd St / Mill Ave	9	21	19	40	1.63	0.44
T08 Apache Blvd / Price Rd	10	14	23	37	0	0
ASU Coor Hall - S Forest Mall (Virtual Hub)	6	31	5	36	57.44	0

T30 Evelyn Hallman Park	8	11	12	23	0	0
ASU Orange St - S McAllister Mall (Virtual Hub)	6	13	3	16	66.58	0
T19 Kiwanis Park	15	8	7	15	0	0
T09 Washington St / Center Pkwy	9	6	6	12	0	0
T12 Rural Rd / Southern Ave	10	4	7	11	0	0
T07 Smith-Martin / Apache Blvd	10	1	9	10	0	0
T32 North Tempe Multigen Center	10	4	6	10	0	0
T22 Baseline Rd / Priest Dr	10	2	4	6	0	0
ASU Hayden Library - Cady Mall (Virtual Hub)	6	4	1	5	79.8	0
T23 Escalante Center	10	1	2	3	0	0

#### Out of Station Lock-Ups in Tempe

Of the 2,817 trips started in the Tempe system area in April, 1,106 were ended outside of a station. Some of the top out-of-station lock up areas were scattered across the ASU campus, Tempe Marketplace Shopping Center, the intersection of E. Lemon St. & S Stanley Pl., Tempe Beach Park, State Farm Office Complex and the Safeway Market complex located at South Rural Rd. and East Broadway Rd.

## Environmental Impact

**Table 10**

	Full System	YTD	Tempe Only	YTD
Calories Burned	463,213	1,759,032	184,047	763,785
Carbon Offset	10,191 lbs	38,699 lbs	4,049 lbs	16,803 lbs

\*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.

\*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO<sub>2</sub> per mile and an assumption that the trip was taken in lieu of driving a car the same distance.



# Maintenance & Rebalancing Operations

## System-Wide Operations Data

**Table 11**

	System Wide	Tempe
Average number of bikes in service each day	774	N/A
Bikes inspected in field	1,043	503
Bicycles repaired	5	0
Average bike repair time	30 min	30 min
Bikes lost or stolen this month	0	0
Graffiti Cleaned	17	7

There are currently 2 Tempe bikes MIA and 1 Tempe bike decommissioned

## Reported Repairs/Issues (Full System)

**Table 12**

	Type of Issue	April	YTD
1	Other	245	843
2	Seat	14	32
3	Shifting/Pedaling	12	43
4	Lock	33	150
5	Keypad	78	241
6	Brakes	6	20
7	Flat Tire	34	102
8	Lighting	10	31
9	Frame	6	10
	<b>Total</b>	<b>438</b>	<b>1,472</b>

Compared to the previous month there was a 1.67% decrease in repairs/issues reported by users via the bikes on-board keypad. In April, 6.18% of all trips resulted in a user submitted repair request.

# Customer Service Reporting

The top customer service contact category for the GRID system in April was Member Inquiries.

**Table 13**

Reason For Contact	April Created Cases (Full System)	YTD
Member Inquiries	38	164
Billing	25	107
Account Management	15	71
Bike Issue	24	89
Charges	42	106
General Education	10	78
Operations	10	50
Sign Up	6	24
Hub Request	2	8
Partnerships	1	15
New Program Request	0	0
Total CS Cases Created	<b>173</b>	<b>712</b>

Customer Service Responsiveness (Full System)

**Table 14**

Time of call/email request	
Avg time to answer	48 sec
Avg duration of call	6:57 min

## Agreed Service Levels for Operations within the Tempe System Area

**Table 15**

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	86%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg. response time this month (technical issues, breakdown)	30 minutes

Operations staff have been dealing with the ongoing issue of intermittent connection issues on bikes across the GRID system. Connection issues can occur due to a glitch in the bikes controller unit, low battery or issues with the software or hardware. Some connection issues may resolve themselves while others require staff to flag the bike for repair. A controller losing connection can result in the inability for a user to rent a bike, an inaccurate GPS location and erroneous charges for a user. Operations staff monitors these connection issues on an ongoing basis and aim to resolve them quickly.

## Financial Summary

In April, the average revenue for the full system was \$51.10 per bike and \$2.47 per trip.

**Table 16**

Revenue Category	Full System	% of Total	Tempe Only*
Membership Fees	\$6,099.00	22%	N/A
Ride Fees	\$10,782.73	39%	\$4,734.26
Out of Hub Fees	\$3,848.00	14%	\$0.00
Out of System Area Fees	\$20.00	0%	\$2,034.00
Rider Bonuses Given	-\$1,326.00	-5%	-\$370.00
Ad Revenue	\$8,500	30%	N/A
<b>TOTAL</b>	<b>\$27,923.73</b>		<b>\$6,398.26</b>

Data has not been audited and is only to be used as an approximation of Gross Revenue

\*Fees specific to the Tempe system are reported by SoBi as a combination of both out of hub and out of system area fees. The Tempe fees include all fee balances accrued by users in the month regardless of whether the charge was actually executed that month.

# Marketing Summary

## Social Media

Table 17

Social Media Outlet	Impressions
Facebook	2,843
Twitter	6,449
Instagram	5,312

## Events

Table 18

Event Name	City	Date
AZ Transportation Conference	Mesa	4/8/2019
Bike to Work Day	Phoenix	4/16/2019
Aeroterra Community Ride	Phoenix	4/20/2019

# Weather

Table 19 (Source: [www.wunderground.com](http://www.wunderground.com))

April	Full Sys.	high	low	avg	Precip. sum
1	221	83	58	71	0
2	232	88	58	73	0
3	226	79	63	71	0
4	271	85	60	73	0
5	280	82	58	70	0
6	326	82	65	74	0
7	215	89	61	75	0
8	195	97	63	80	0
9	264	97	66	82	0
10	197	77	60	69	0
11	261	78	55	67	0
12	254	76	64	70	0
13	226	80	55	68	0
14	268	86	58	72	0
15	264	89	62	76	0
16	197	82	61	72	0.01
17	282	79	57	68	0
18	248	92	60	76	0
19	251	99	65	82	0
20	272	94	70	82	0
21	176	90	67	79	0
22	265	88	62	75	0
23	253	86	64	75	0
24	251	94	65	80	0
25	220	99	68	84	0
26	212	100	71	86	0
27	199	98	71	85	0
28	203	97	69	83	0
29	152	87	63	75	0.08
30	202	83	61	72	0